



SIERRA HEALTH SERVICES, INC.®

Peter O'Neill  
Vice President  
Public & Investor Relations  
(702) 242-7156

May 22, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Martin,

This letter is in support of CBS radio in Las Vegas. We have had the pleasure of participating in live and taped interviews with the affiliate stations and have found them to be an excellent source of information dissemination to the community here in Southern Nevada. Of particular note was a recent lengthy interview we conducted with the public affairs director on the topic of a controversial merger between my company and a much larger national health insurer. We were given ample time to discuss our position, including the merits of the merger, in a thoughtful and unbiased way, without the accompanying sound bite frenzy that had occurred in other mainstream media outlets in Las Vegas. For that we are extremely grateful.

CBS Radio provides an invaluable service to this community. For companies large and small, it allows us the opportunity for thoughtful debate on issues of importance to our industry or to our region. Perhaps most importantly, all of this air time is free, saving countless advertising and related dollars to our organizations.

We urge continued support of CBS radio in Las Vegas.

Sincerely,

Peter O'Neill

Caring For Your Future<sup>SM</sup>

P.O. Box 15645 • Las Vegas, Nevada 89114-5645 • (702) 242-7000